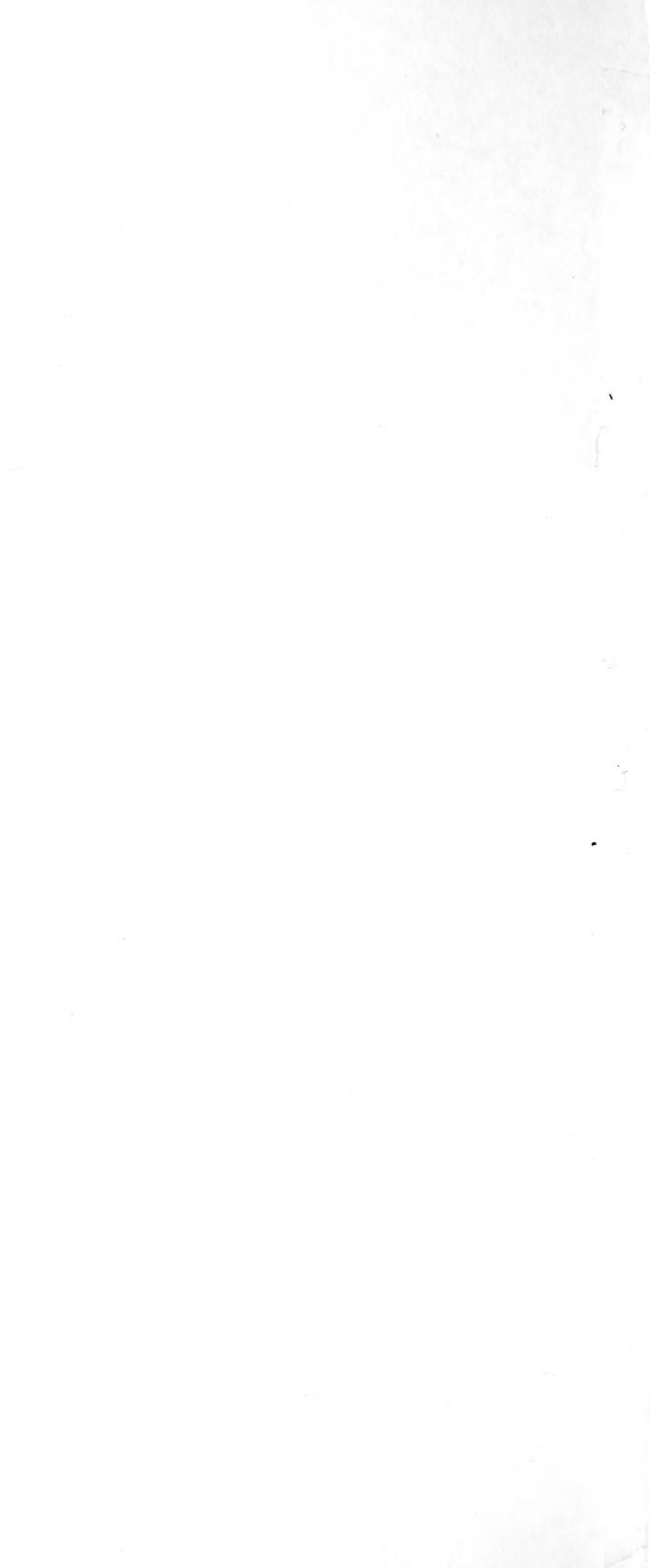


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Do not assume content reflects current scientific knowledge, policies, or practices.



62,61
TESTED

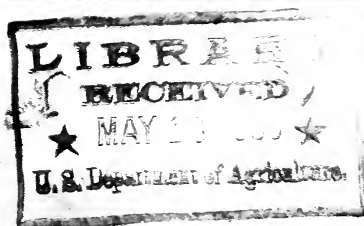
Radway's SEEDS
N.Y.C.

GRASS SEED
IN
"WINDOBAGS"

REG. APPLIED FOR U. S. PAT. OFFICE

See it — Buy it!

LAWNMAKER
BRAND REG.



DISTRIBUTORS

I. L. RADWANER SEED CO., Inc.
NEW YORK N.Y.

LBS NET AT TIME OF PACKING

Mixture Prepared According to Formula Recommended by the N. J. Agricultural Experimental Station, Rutgers College, New Brunswick, New Jersey

- Formula No. 1.....Standard Mixture
" No. 2.....Finest Quality Turf
" No. 3.....Shady Areas
" No. 4.....Poor or Sandy Soils

SPRING 1930

"Lawnmaker" Formula No. 1

STANDARD MIXTURE

Price per lb. 50 cents

	With Clover	Without Clover
Kentucky Blue Grass.....	45%	50%
Red Top (recleaned)	25%	25%
So. German Mixed Bent.....	10%	10%
Rye Grass	15%	15%
White Clover	5%	
Purity about	84.9%	84.0%
Vitality about	80.7%	80.2%
Approx. seeds per lb.....	3,000,000	3,170,000

Radway's

LAWN SEED —

Is not the cheapest in Price—
the BEST never is!

"Lawnmaker" Formula No. 2

FINEST QUALITY TURF

Price per lb., 75 cents

Red Top (recleaned)	20%
Kentucky Blue Grass	40%
So. German Mixed Bent	40%
Purity about	79.6%
Vitality about	78.0%
Approx. seeds per lb.	5,070,000

"Lawnmaker" Formula No. 3

FOR SHADY AREAS

Price per lb. 75 cents

Meadow Fescue	10%
Poa Trivialis	30%
Chewings Red Fescue	20%
So. German Mixed Bent	10%
Red Top (recleaned)	10%
Kentucky Blue Grass	20%
Purity about	84.3%
Vitality about	79.0%
Approx. seeds per lb.	2,700,000

"Lawnmaker" Formula No. 4

FOR POOR OR SANDY SOILS

Price per lb., 50 cents

Red Top (recleaned)	20%
Chewings Red Fescue	35%
Rhode Island Bent	10%
Kentucky Blue Grass	15%
Rye Grass	15%
White Clover	5%
Purity about	86.6%
Vitality about	80.0%
Approx. seeds per lb.	2,380,000

Minimum quantity sold 5 lbs. We recommend 5 lbs. of seed
to 30x30 area or about 900 sq. feet—or 200 lbs. per Acre.

Above four formulas are prepared according to recommendation of the
NEW JERSEY AGRICULTURAL EXPERIMENTAL STATION



"Lawnmaker" Prices:

	5 lb. bag	10 lb. bag	50 lb. bag
No. 1 & No. 4.....	\$2.50	\$5.00	\$25.00
No. 2 & No. 3.....	3.75	7.50	37.50

If your dealer is out of it, send check or money order direct to us.
Sent Delivery Prepaid

Distributors
I. L. RADWANER SEED CO., INC.
115 BROAD STREET, NEW YORK

For sale all over the country where
there are connoisseurs of good lawn seed.

Cut off here and mail in envelope

I. L. RADWANER SEED CO., INC.,
115 Broad Street, New York.

Dear Sirs: Enclosed \$.....please send to the
following address.....lbs., No.....Radway's
Grade (name of formula).....
LAWNMAKER mixed lawn grass seed, or:

My Dealer's name and address is:



Radway's **LAWNSEED** is not the
CHEAPEST — IN PRICE *The best never is!*

**Re-Formulae for Lawn Grass Seed Mixtures Recommended
by the New Jersey Agricultural Experiment Station.**

Mixtures compounded in accordance with formulae may be advertised in any proper manner, providing that it be clearly stated that the New Jersey Agricultural Experiment Station is recommending the formulae only, and not the particular lot of seed being offered for sale. Seed firms of high integrity and sound reputation may be relied on to adhere to the formulae advertised. If mixtures advertised by any concern as being prepared according to these formulae, are found to be below the minimum requirements, legal action may be taken in accordance with the New Jersey Seed Law, and in addition the New Jersey Agricultural Experiment Station shall drop the name of the company from the list of firms offering prepared lawn grass seed mixtures for sale.

A sample of the way in which the name of the New Jersey Agricultural Experiment Station may be used is as follows:

Standard mixtures for lawns. Prepared according to Formula No. 1, as recommended by the New Jersey Agricultural Experiment Station.

State of New Jersey Agricultural Exp. Sta.

J. G. Lipman (Dean and Director)

Howard B. Sprague, (Agronomist)

New Brunswick, N. J.

**GRASS IS SENTIMENTAL — IT REFLECTS THE
MOODS OF NATURE.**

Burns out on hot summer days—

Freezes in cold winter time—

Green—lively—lovely—fragrant—full of dew in springtime.

* * *

Why do I want a bent grass lawn?

Because, if I live in a region of acid soils, bent is not only the most beautiful but the easiest turf grass to produce and care for; if my soil is alkaline, because I want the best and am willing to go to a little extra trouble to get it.

* * *

FRED RADWAY SAYS:

This is the beginning of the end—of

“The Sawdust Trail”

“Chaff—sand and sawdust versus

Highgrade tested but expensive lawn seed”

“Quality will survive the pain suffered by the price.”

For Putting Greens Use

BENT GRASS

	(In Sealed Bags)				
	1 lb.	5 lb.	10 lb.	50 lb.	100 lb.
Mixed German Bent.....	\$1.25	\$5.00	\$9.00	\$40.00	\$70.00
Rhode Island (N. Z. grown)					
Col. Bent—Brown Top	1.50	6.00	10.00	50.00	80.00
Prince Edward Island					
Bent	1.75	8.50	16.50	65.00	125.00
Coos County—Seaside					
Maritime Bent	2.25	11.00	21.50	90.00	175.00
Velvet Bent	12.00	50.00	80.00	400.00	600.00
White Dutch Clover.....	.75	3.00	5.00	20.00	35.00
N. J. Formula Mixture					
Standard Lawn No. 1		2.50	5.00	25.00
Finest Quality Turf No. 2		3.75	7.50	37.50
Shady Areas No. 3		3.75	7.50	37.50
Poor or Sandy Soil No. 4		2.50	5.00	25.00

Superfine Fairway Formula (with Bent)—Contains Bent Seed, as well as Kentucky Blue Grass, Superfine Red Top and Chewing's N. Z. Fescue. We adapt it to your conditions so that a uniform and enduring turf is secured.....25 lbs. **\$13.00**, 100 lbs. **\$50.**

Fairway Formula, Fine Quality, 25 lbs. **\$10.00**, 100 lbs. **\$35.**

Special Putting Green Bent Formula—Consists of imported and domestic grass seeds of the highest quality, that will produce a fine, uniform and enduring turf. Use 15 lbs. to 1000 sq. ft., one-quarter to one-half this quantity for renovating.

25 lbs. **\$18.75**, 100 lbs. **\$70.**

Standard Putting Green Formula

25 lbs. **\$16.00**, 100 lbs. **\$60.**

TEA ROSES: Hybrid Everblooming, each plant individually wrapped—All standard 10 varieties—2 year old.

\$6.00 for 10 or 75c each

POST PAID

QUALITY IS ESSENTIAL

Will bent drive out weeds?

Any well nourished grass will compete strongly with weeds. It is a fundamental law that two bodies cannot occupy the same space at the same time, so if well nourished grass occupies the entire lawn surface, weeds will have very little chance. From recent experiments it seems that most of our bad turf weeds are lovers of alkaline soils and that the acidity which encourages bent discourages weeds.

Radway's

LAWN SEED —

Is not the cheapest in Price—
the BEST never is!

“GRASSHOPPER PHILOSOPHY”

I sympathize with city folk who live in little flats,
They haven't homes, but merely spots to park their
coats and hats,

To sleep, perhaps to eat, to get their letters and their
bills;

But all the garden space they have is on their window
sills,

Among the dangers of the street, with trucks and
honking horns,

Their children play, instead of having broad and
grassy lawns,

Where trees and shrubs and flowering plants leap from
the living loam.

A house without a garden is a house, but not a home.
The place may be a palace (with a flat on every floor),
But it will be a parking-place, just that and nothing
more,

Despite its marble corridors and gleaming copper
dome;

For you've got to have a garden, if you want to have
a home.

FACTS ON LAWN MANAGEMENT

By Permission of Professor L. S. Dickinson,
Mass. Agricultural College, Amherst, Mass.
(Extract)

All Bent seeds are very small. All Blue Grass seeds are small. All Fescue seeds are large. All Rye Grass seeds are very large.

Blue Grasses prefer alkaline (sweet) soil. Bents prefer acid (sour) soils. Fescues and Rye Grasses are not so particular.

Timothy is a hay seed very undesirable for lawn grass (used by seed dealers in conjunction with chaff Red Top to cheapen product and to act as filler, shows quick growth but ruins the lawn eventually).

SOIL—must be considered in three parts. No. 1 foundation (the earth below the sub soil); No. 2, the sub soil; No. 3, the top soil.

The sub soil is the reservoir from which the grass roots obtain water during periods between rain or artificial watering. It need not have any food value but must be of such physical character that it will retain enough moisture to supply the grass roots. Hard coat ashes six inches deep make an excellent sub soil.

The top soil is valued mainly for the organic matter it contains. Roll and rake soil, and then seed. After sowing, seed should be lightly covered by brushing or raking, and roll lightly.

Lawn mower should be set high, young grass should be well established before any attempt is made to clip it short.

SPRAY MATERIAL

It kills plant insects

Sheps PYRETHRUM \$1.25 per pint bottle

MOWERS

All Purpose—

Toro —Hand lawn mower 16½, 18½	\$29.00	\$35.00
“ Park Special Power 30 inch		340.00
“ Park Junior Power 22 inch		280.00
Jacobsen —4 acre heavy duty 24 inch		295.00
Jacobsen Junior —19 inch		210.00
Ideal Power —30 inch		385.00
22 inch Junior with roller		265.00
Coldwell —Electric 21 inch		165.00
Electric 18 inch		150.00
Model G 35 inch		475.00
“ H 30 inch		425.00
“ L 25 inch		350.00
Cub 21 inch		195.00

Also All Other Makes of Hand and Power Mowers.

FERTILIZER NOTES AND RATE OF APPLICATION PER 1,000 SQUARE FEET

Bone Meal.—18 lbs. Slow acting. Favorable to blue grasses, encourages weeds and clover. Do not use alone.

Cottonseed Meal.—Organic. 16 lbs. Neutral in action. Rapid. Safest of all lawn fertilizers to use, gives a thick, dark green turf quite free from weeds.

Sheep Manure.—Organic. 24 lbs. Neutral or alkaline in reaction. Slow acting. Encourages weeds and clover. Undesirable in any form.

Stable Manure.—Organic. 125 lbs. Neutral reaction. Medium rapid. If manure has been composted for one year there is no better lawn fertilizer. Gives a thick, dark green turf.

Activated Sludge.—Organic. 30 lbs. Medium rapid in action. A very good lawn fertilizer.

Lime.—Inorganic. Use only on heavy clay soils. 40 lbs. One application will show good results, two are too many.

Poultry Manure.—Organic. (Commercial dried). 12 lbs. Excellent lawn fertilizer. Gives a thick dark green turf.

Poultry Manure. (Local).—Should never be used unless it has been composted at least six months with sand or earth or one year without carrier. Excellent lawn fertilizer.

Nitrate of Soda.—Inorganic. 8 lbs. Alkaline, very rapid. Apply during a very heavy rain, or thoroughly wash in by watering. Encourages clover and weeds. Very fine for rough stalked meadow grass and other blue grasses.

Sulphate of Amonia.—Inorganic. 6 lbs. Acid. Very rapid. Excellent lawn fertilizer. Discourages weeds, clover and blue grasses. Must be applied with great care during a heavy rain or thoroughly washed in.

Acid Phosphate.—Inorganic. 10 lbs. Neutral, slow. Encourages weeds and clover. Should not be used alone.

Muriate or Sulphate of Potash.—Inorganic. 9 lbs. Slow. Encourages weeds and clovers. Use where moss and sorrell indicate that the soil is depleted of plant food, and on sandy soils. On average lawn soil seldom needed. Use under trees and where shrubs are consuming a considerable part of the plant food in the soil.

TESTED

Radway's

SEEDS

SINCE 1875

115 Broad Street

Telephone: Bowling Green 3373

NEW YORK, N. Y.

April, 1930.

PRICES TO SUIT ALL DEMANDS

LUXORLAWN for building contractor — Per 100 lbs.

Redtop, Ryegrass, Timothy, White Clover) . . . \$15.00

CENTRAL PARK CHOICE for home owners: Red-

top, Bluegrass, Fescue, White Clover, Timothy.

Ryegrass 19.00

SHADYLAWN No. 2 White Clover, Blue Grass,

Redtop Timothy, Rye Grass) 25.00

CLOVERLAWN (White Clover, Blue Grass, Red-

top Timothy, Ryegrass) 25.00

SUNSHINE, U. S. Registered. All soil band

Blue, Fescue, Redtop, Blue Grass, Ryegrass 27.00

SHADYLAWN No. 1. Poa Trivialis, Blue Grass, Rye

Grass, Redtop, White Clover) 31.00

CEMETERY and SPORT LAWN 33.00

TERRACELAWN 35.00

SEASHORE LAWN 37.00

AIRPORT and POLO LAWN 39.00

FAIRWAY MIXTURE 43.00

BUNKER MIXTURE 55.00

TEE MIXTURE 55.00

PUTTING GREEN MIXTURE 65.00

GOLFGREEN

Blue, Fescue, Ryegrass, Redtop 49.00

WHITE CLOVER in half lb. pkgs. 50¢ per pkg. 2 doz.

(in carton)

BULBS — PEAT MOSS — ATTRACTIVE PACKAGES

AND CARTONS — LIVING PINE TREES

INDIVIDUAL GRASSES constant fluctuation, prices as

we go to press:—Lower prices for ton lots, higher prices less

than ton lot.

Bent Grass \$75 125 Wood Meadow Grass \$43 \$48

Blue Grass, Ky 32 35 Fenty Ped Top 20 21

Blue Grass, Canada 20 24 Unhulled Red Top 8 11

Fescue, N. Z 32 39 Timothy 10 12

Fescue, Sheep 23 25 Ryegrass 12 15

Poa Trivialis Rough 45 50 White Clover No. 1. 30 40

Stalked Meadow Grass White Clover No. 2. 28 35

Lawn Grass—2-5-10 lb. cotton bags printed 2c per lb. higher.

The above mixed Lawn Grass prices are based on 100 lb.

bags. Freight paid on ton lots. Terms 2% 10 days or 30

days net to retail firms—others C. O. D. 1 lb. paper cartons

35¢ per lb. higher.

All quotations subject confirmation. Tests given for informa-

tion only without guarantee.

I. L. RADWANER SEED CO., INC. DISTRIBUTORS

Sec. 4324, I. T. & R.
U. S. POSTAGE

PAID

New York, N. Y.
Permit No. 2686

Date.....

Dear Sirs:

Please ship the following order:

.....	Bags.....	Lbs.....
.....	".....	".....
.....	".....	".....
.....	".....	".....
.....	Cases.....

for shipment (on or about prompt,.....)

Yours truly,

Name.....

Address.....

12.61

FIRST CLASS
PERMIT NO. 1648
NEW YORK, N.Y.

BUSINESS REPLY CARD

NO POSTAGE NEEDED IF MAILED BEFORE JAN. 31, 1930

2c. POSTAGE WILL BE PAID BY

I. L. RADWANER SEED CO., INC.

115 BROAD STREET

NEW YORK, N. Y.

I. L. RADWANER SEED CO., Inc.
115 BROAD STREET
NEW YORK, N. Y.

Sec. 435 1/2 P. L. & R.

U. S. POSTAGE
PAID

New York, N. Y.
Permit No. 2686

NON-WARRANTY. We give no warranty, express or implied, as to description, quality, productiveness or any other matter of any seeds, bulbs, or plants we send out, and will not be responsible for the crop. As bearing on the above, the following remarks, taken from a recent Bulletin of the U. S. Department of Agriculture, are interesting: "Without attempting to discuss the arguments for the seedsmen's disclaimer pro and con, the fact remains that reputable seedsmen stand back of their seeds and do not knowingly and willfully sell seeds that are unfit for planting purposes."

Radway's **LAWNSEED** is not the
CHEAPEST — IN PRICE *The best never is!*
